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### DataCore Exhibit at VMworld 2008 Makes Storage Virtualization Real for Attendees

*Around-the-clock demonstrations from cadre of DataCore ecosystem partners bring to life fault-tolerant virtualized SANs for companies of all sizes.*

FORT LAUDERDALE, Florida – September 15, 2008 – DataCore Software, the leading provider of storage virtualization software, is giving attendees at VMworld 2008 in Las Vegas the chance to touch and feel a live, fault-tolerant virtualized storage area network (SAN). The exhibition on display from September 15th-18th reveals just how straightforward and cost-effective DataCore storage virtualization software makes it for companies large and small to complete their virtual makeovers with a highly available shared storage pool.

Representatives from DataCore's worldwide network of value added resellers and alliance partners will be conducting live demonstrations of how the combination of their solutions expertise, along with DataCore and VMware deliver the real benefits IT professionals are so desperately seeking. They will take visitors through thin provisioning of virtual disks, instant online recovery using snapshots, automatic failover and real-time synchronous mirroring across physically separate arrays. They will intentionally fail parts of the storage infrastructure of this fault-tolerant configuration to show how virtual machines continue to operate unharmed.

#### 'Live Demos' Bring Together DataCore, VMware, QLogic, AMD, Cisco, Promise Technology, Microsoft, Pano Logic, SUN and Xiotech

In a VMworld "first", this multi-vendor virtual SAN is under the control of DataCore SANsymphony software running on a pair of Sun Fire X4140 servers powered by AMD Opteron processors. Each contains one Terabyte (TB) of internal storage. The rest of the 10 TB centrally managed storage pool is split between a 2.4 TB Xiotech Emprise 5000 RAID subsystem and a 6 TB Vtrak E310 Disk Array from Promise Technology. The mix of storage devices illustrates how different manufacturers are easily accommodated by this very practical and vendor-independent solution.

Visitors will also get their first glimpse of the newest 8 Gbps Fibre Channel technology emanating from the QLogic host bus adapters that connect the DataCore SAN to the application servers and the external storage devices. In addition, a DataCore powered, Cisco Gig E switch connects the iSCSI/Ethernet SAN, which parallels the Fibre Channel connections. The storage consumers in this case are a dozen VMware ESX virtual machines running Microsoft Windows Server 2008 spread across three Sun Fire X4100 M2 servers. Also featured is Pano Logic's desktop virtualization device replacing traditional PCs in this fully virtualized configuration.

The multi-vendor exhibit integrates marquee vendors in the IT and virtualization markets helping attendees to come away with a better understanding of how the right components a virtualization strategy can be deployed to meet key business objectives.

"We're excited to have the Emprise 5000 in the spotlight with DataCore's industry leading products at VMworld 2008," said Mike Gluck, Vice President Channel Sales at Xiotech. "DataCore and Emprise 5000 together offer channel partners the technology and flexibility required to best address customer needs in the VM environment."

#### Partners will be showcasing New Storage Virtualization Developments, Industry's First 8Gbps Fail-safe SAN and Live, High-Availability SAN Demonstrations

Solutions providers that will be manning the exhibit and doing demonstrations with DataCore include: Brigh Technologies, DNS, Entisys, Fairway Consulting Group, J4 Systems, Interware Systems Inc., Tech Data Azlan, and The Mirazon Group.

##### **Brigh Technologies**

"With DataCore as the storage foundation for virtual infrastructure, solution consultants like Brigh Technologies can build enterprise-wide virtual infrastructures with VMware, Citrix and others," said Matt Theuer, CIO and Principal Consultant, Brigh Technologies. "Unified Virtualization is a reality worldwide and DataCore Software's technology enables Brigh Technologies' clients to extend the virtualization paradigm from server virtualization to storage virtualization, making Unified Virtualization possible."

##### **The Mirazon Group**

"I have a theory about storage – simply put, it should be easy and affordable," said Barry Martin, Partner and Chief Technical Architect for The Mirazon Group, a DataCore and VMware Enterprise Partner in Louisville, Kentucky. "DataCore provides incredible value because they leverage commodity servers and disks that our customers already trust to run their business by turning them into a high performance SAN. We were looking for a cost-effective SAN for our SMB VMware solutions and found DataCore's features, such as thin-provisioning, snapshots, caching and HA replication, made it the clear winner for enterprise solutions as well. The ability to physically separate SAN nodes in what DataCore calls stretch clustering raises the bar for availability and DR in the SAN industry."



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#### **DNS**

"What we value most about DataCore is that a customer's investment is protected because DataCore storage virtualization and thin provisioning will keep working even if their hardware infrastructure changes," said Stephan Ring, Technical Consultant, DNS. "DataCore makes the benefits of thin provisioning practical and affordable, allowing anyone to virtualize, consolidate and automate the provisioning and management of their storage."

#### **Entisys**

"Our clients use DataCore to support very distributed environments where multiple vendors' products are deployed," said Jessie LaCome, Solutions Architect, Entisys. "They embrace DataCore in order to make a full-on disaster recovery solution possible. The real win for DataCore is the simplicity of their technology. Sure it is affordable, but more than anything DataCore technology is effective."

#### **J4 Systems**

"By adding DataCore to the mix with Citrix and VMware, J4 is now able to offer its clients the full range of solutions that bring about Total Enterprise Virtualization as an all-inclusive solution," said David Spink, Senior Network Architect, J4 Systems. "The DataCore approach, like that of VMware, and Citrix, is not contingent upon a customer buying expensive hardware. DataCore's affordable hardware independent, thin provisioning software solutions enable any business to fully participate in the cost saving benefits of virtualizing and consolidating its storage."

#### **Fairway Consulting Group**

"DataCore has enabled us to extend our Virtual Infrastructure practice from server virtualization to storage virtualization, giving us the opportunity to increase our consulting opportunities and extend our influence across the entirety of our customers' enterprises," said Ken Celecia, director of sales, Fairway Consulting Group. "DataCore solutions are an incredible value for the money. They bring enterprise-class functionality down to an affordable level that any size business can deploy. Moreover, enterprises can upgrade from one DataCore product to another, simply by paying the cost difference. It is that simple. The solutions are aggressively priced, easy-to-administer and they can grow as needs change. We have been in this market for over seven years and our prospects and clients don't want to be locked into anything that is proprietary and expensive and DataCore delivers on both fronts."

#### **DataCore – Get the fullest use, the highest availability and fastest performance**

Are you getting only half the benefits of virtualization? Come learn why virtual servers need virtual storage and how to overcome storage limitations by visiting DataCore at VMworld Booth #1420. If you can't be at the show, please feel free to schedule a one-on-one briefing with a solution advisor:

[www.datacore.com/solution\\_briefing.asp](http://www.datacore.com/solution_briefing.asp).

#### **About DataCore Software**

DataCore Software, the leading provider of storage virtualization SAN software, fundamentally changes the economics of managing storage with innovative software that combines advanced functions and services with the agility and savings of hardware independence. DataCore lowers the cost and complexity of IT by making storage efficient, fast, flexible, fail-safe and virtual. DataCore's portable storage server software simplifies and automates capacity expansion and centralizes storage management for Windows, UNIX, Linux, MacOS and NetWare operating systems as well as hypervisors from VMware, Citrix, Microsoft and other suppliers. DataCore is privately held and its corporate headquarters are in Ft. Lauderdale, Florida. For more information, call (877) 780-5111 or visit [www.datacore.com](http://www.datacore.com).

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